

SOCIAL MEDIA & ROTARY CLUB



Eliott Demelier



AGENDA

About Me

Why Use Social Media

Which Platform to Use

How to Effectively use It

Tricks and Tips

About Me

Elliott Demelier

Owner of DEME Marketing

Digital Marketing Studio

McGill University | 2012-2016

Bachelors of Commerce in Marketing





WHY

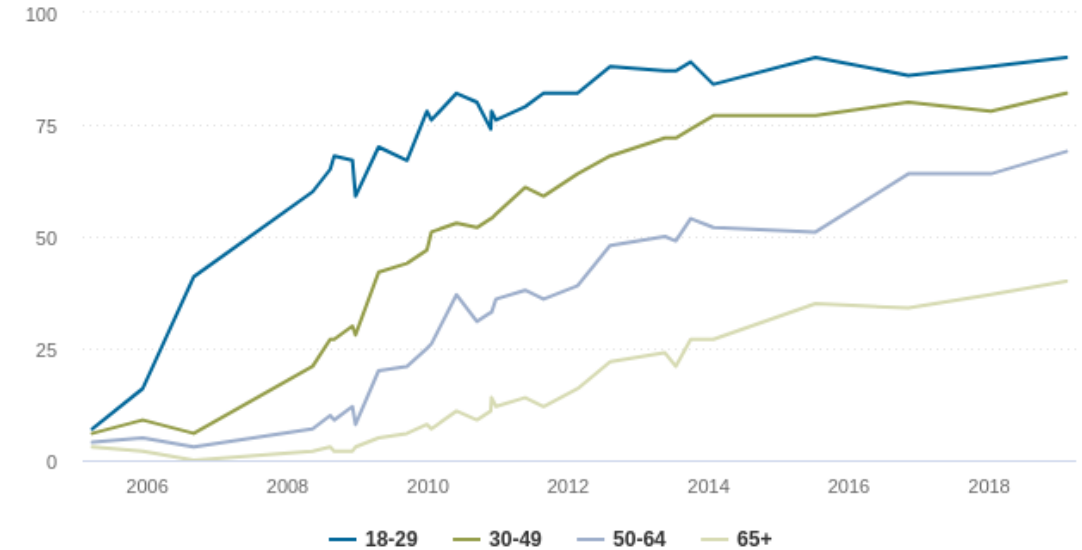
Why is Social Media Important?

Social Media Usage

More than 60% of the population uses Social Media.

Social media use by age

% of U.S. adults who use at least one social media site, by age



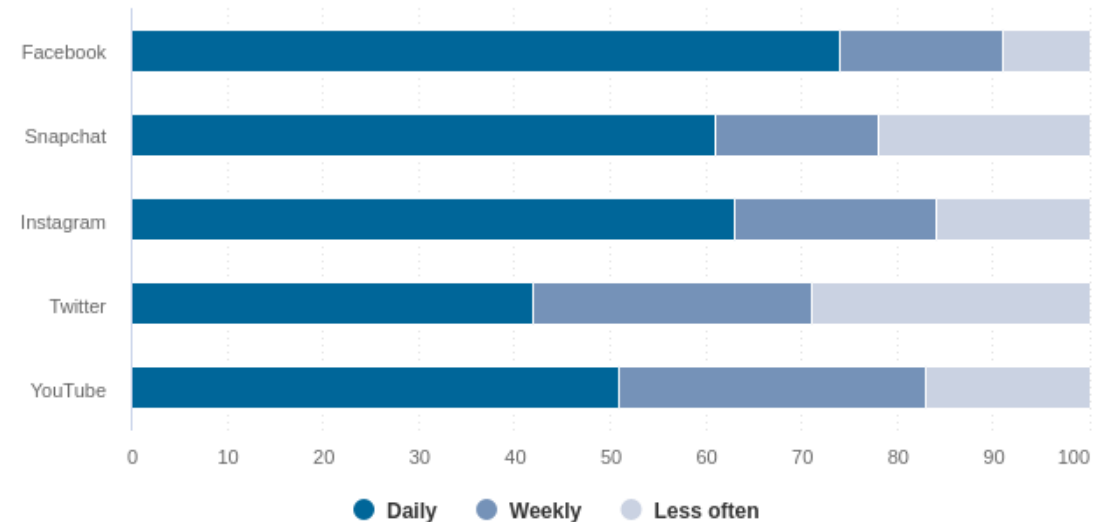
Source: Surveys conducted 2005-2019.

Social Media Usage

Of social media users, most of them are using each platform **daily**

How often Americans are using social media

Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 8 to Feb. 7, 2019.

Social Media Usage

79% of people say that content on social media significantly impacts their purchasing decisions.

71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family

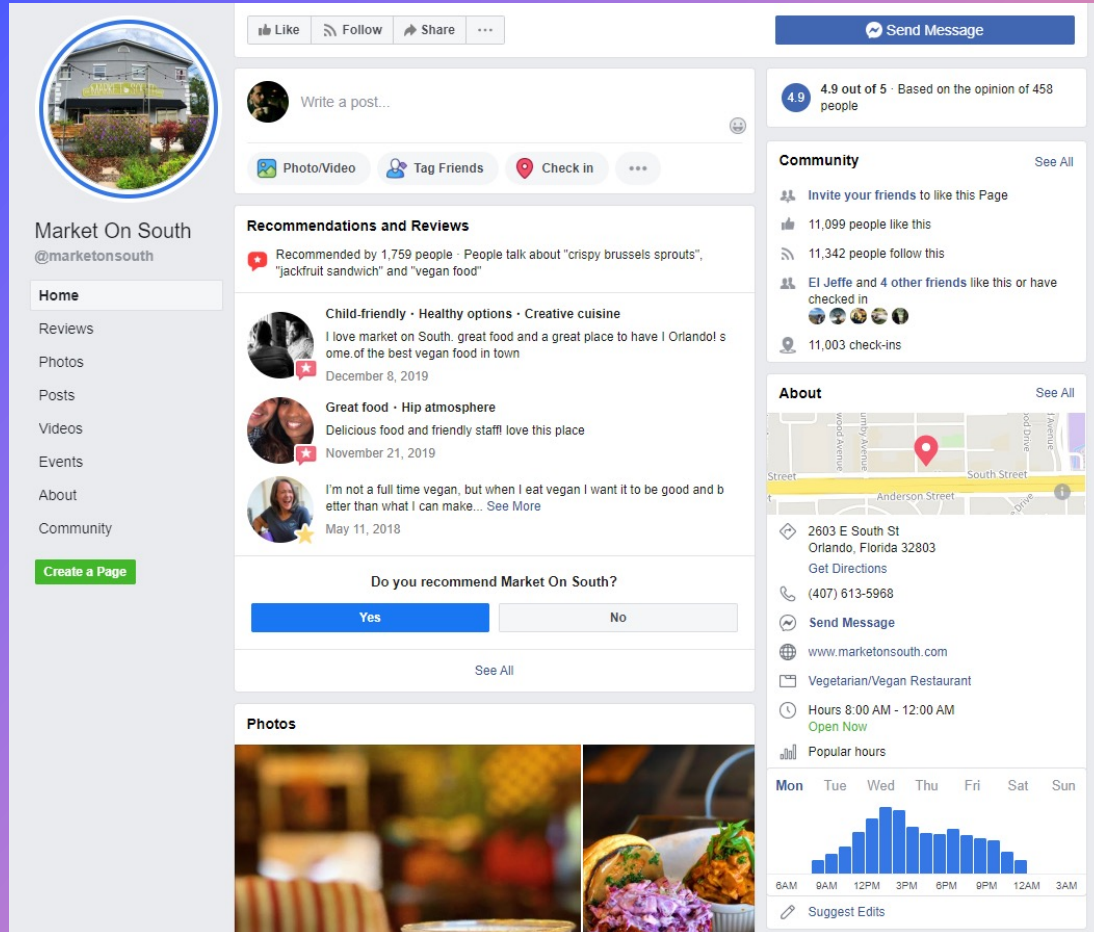


WHICH

Which social media platform should I choose?

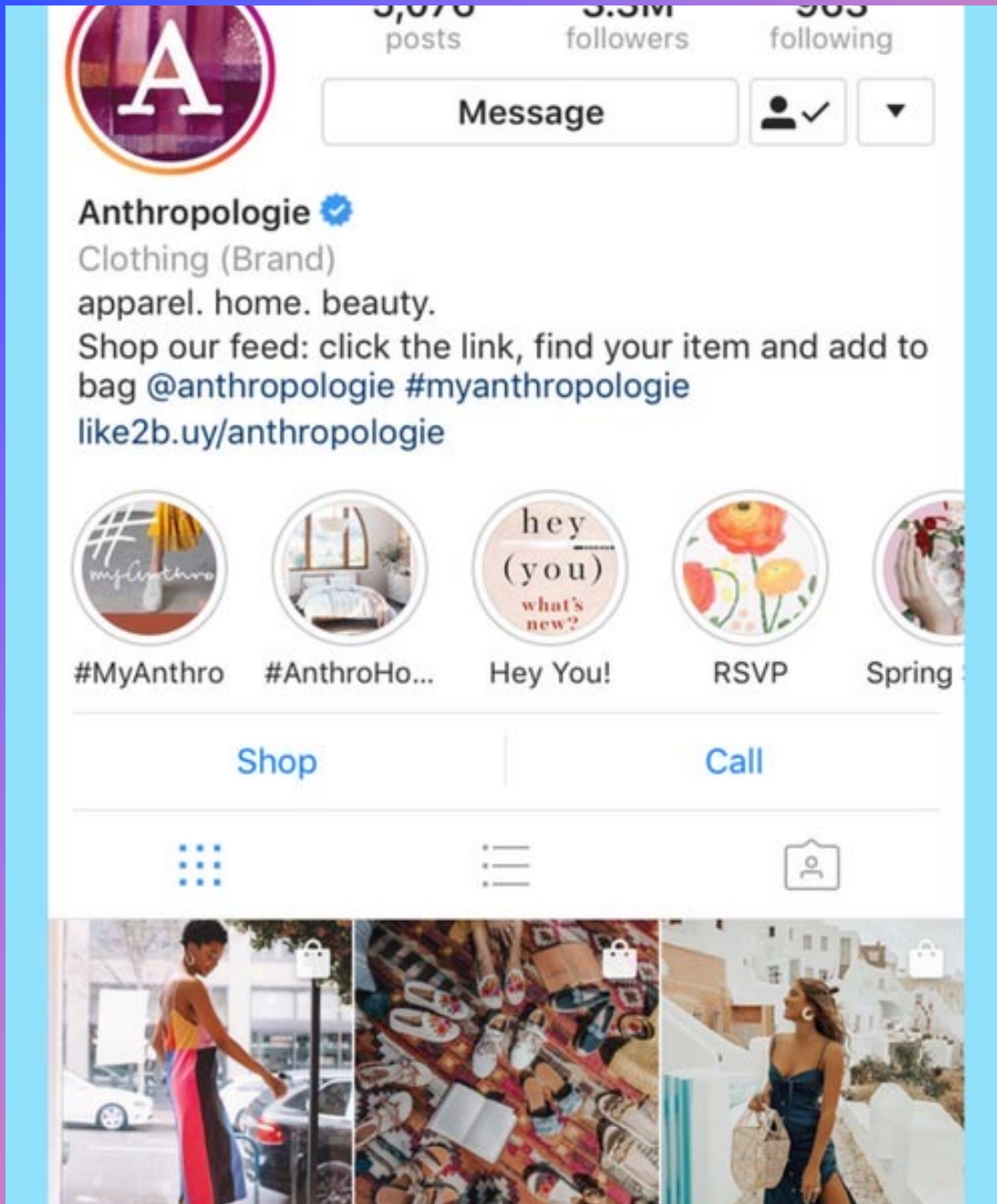
How to pick?

- When picking which social media channels to use, make sure to think about:
 - Customers (demographics & behavioral)
 - Brand
 - End-Goal
 - Available Resources
- It's better to pick one and do it right, then do 5 poorly.



Facebook

- news, messenger, photo sharing, community interaction, feature-heavy, storefront
- Largest age group: 25-34 (31.5%)
- As of 2021, Facebook has over 2 billion monthly active users. (Statista, 2021)
- In a 2021 survey conducted by the HubSpot Blog, Facebook was ranked #1 in social media investment, highest quality leads, and ROI for paid ads



Instagram

- Photo and video sharing, funny and interactive content, great e-commerce
- Largest age group: 25-34 (31.2%), with 18-24 close behind at 31%
- Instagram currently has 500+ million active daily users. (Instagram, 2021)

Microsoft
12,097,248 followers
3w · Edited ·

+ Follow ...

Tune in now to see Microsoft president **Brad Smith**'s key segment. [#MSInspire](#)

Previously live



Brad Smith
President, Microsoft

1,927 · 1,051 Comments · 56,666 Views

Like Comment Share Send

Microsoft
12,097,260 followers
3w · Edited ·

+ Follow ...

Tune in now to see Microsoft CEO **Satya Nadella** address the partners and customers tuning in to [#MSInspire](#).

Previously live



People also view



Google
Internet



✓ Follow



Amazon
Internet

108

+ Follow



Apple
Consumer

94 s

+ Follow

Show

LinkedIn

- Career driven, company updates, networking, news & events.
- Largest age group: 25-34 (58.4%)
- LinkedIn has over 774 million users, with roughly a quarter of them being U.S. internet users. (Statista, 2021)



The screenshot shows the NASA Twitter profile. At the top is the Twitter logo and a small profile picture of a man. The NASA logo is a blue circle with a red swoosh and the word "NASA" in white. The name "NASA" is followed by a verified badge and the handle "@NASA". To the right is a "Follow" button. Below the name is the bio: "Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4)." and a link to "http://www.nasa.gov". Below the bio are the follower counts: "FOLLOWERS 10,007,852" and "FOLLOWING 231". Below these are two rows of profile pictures: the first row includes logos for CESA, ESA, and others, and the second row shows several astronauts. Below the profile section are two tweets. The first tweet is from NASA @NASA, dated 53m ago, about a magnetar near a supermassive black hole, with links to go.nasa.gov and a Twitter picture. The second tweet is also from NASA @NASA, dated 2h ago, calling for students to help design a 3-D space container for astronauts, with links to go.nasa.gov and a Twitter link. At the bottom is a link to "View NASA's full profile →".

NASA @NASA

Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4).
· <http://www.nasa.gov>

FOLLOWERS **10,007,852** FOLLOWING **231**

NASA @NASA

Magnetar near supermassive black hole at our galaxy's center delivers surprises: go.nasa.gov/1G9MO1N @chandraxray
pic.twitter.com/qwOhGyellj

53m ago

NASA @NASA

Calling all students! Help design a 3-D space container for astronauts. More: go.nasa.gov/1HfitjM @K12FutureE
amp.twimg.com/v/e751b9a8-cb1...

2h ago

[View NASA's full profile →](#)

Twitter

- News, short-form content, interaction, journalism focused.
- Largest age group: 18-29 (42%)
- Twitter has over 319 million users. (Statista, 2021)

Which to Pick

Facebook is a must

- Has the most features to help be successful
- Highest user pool

After that, I'd recommend Instagram or LinkedIn depending on your target market.





HOW

How should I be using social media to make an impact?

Two main pillars

Provide a resource to your community

Providing a space that generates value for existing members of your community

- Up-to-date profile
- Responding to messages
- Sharing details about events/initiatives
- Providing a space for community interaction

Build your community

Finding new people to be apart of your community

- Creating appealing content
- Paid Promotions

Two main pillars

Provide a resource to your community

Requires Moderate resources

- Properly set up your business information.
- Be current (respond to messages and keep information up to date)
- Push current community to social media

Build your community

Requires significant resources and time to execute.

- Create the right content
- Have a budget for advertising
- Understand trends
- Consistent Posting



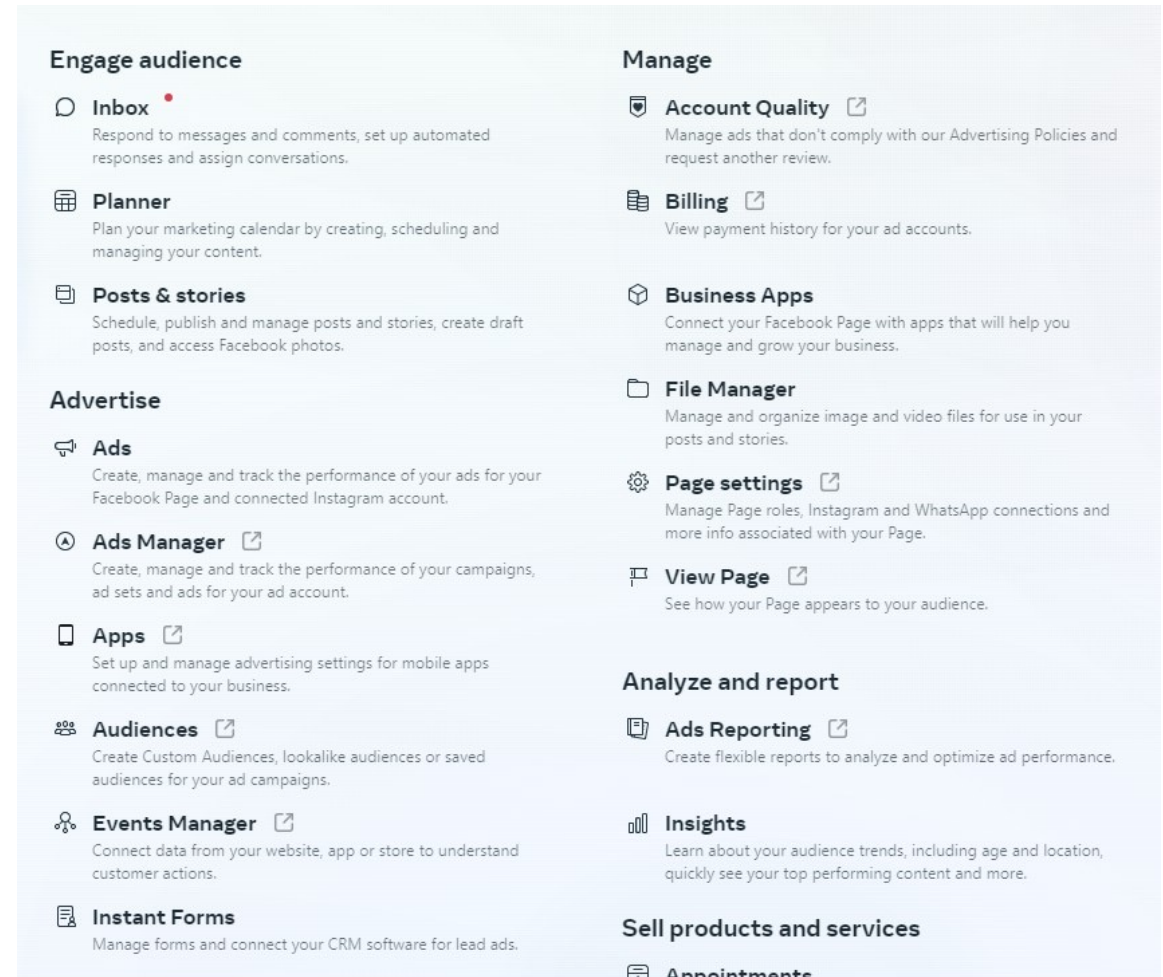
PILLAR 1

HOW TO PROVIDE A RESOURCE FOR YOUR COMMUNITY

Step 1: Make sure you use Facebook Business Manager

Meta Business Manager

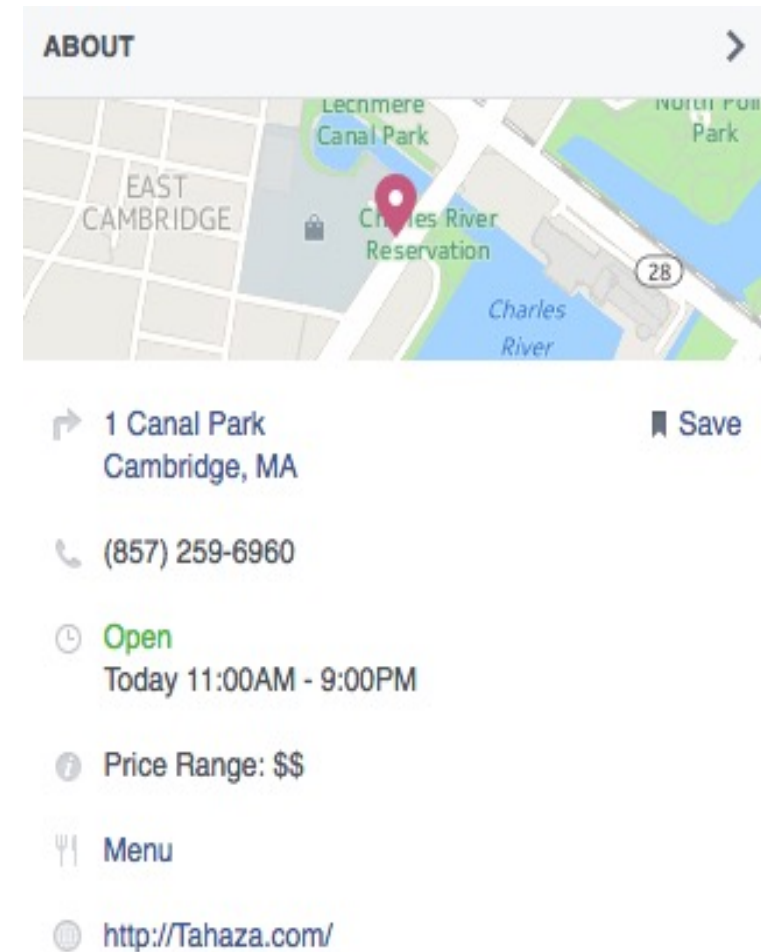
- Separates business profile and personal profile
- Allows multiple users to contribute
- Easier interface to navigate
- Can respond to comments and messages from one spot.
- Can schedule posts
- Superior analytics
- Access to an advertising account



Step 2: Make sure your page is ready

Set up a business page with up-to-date information

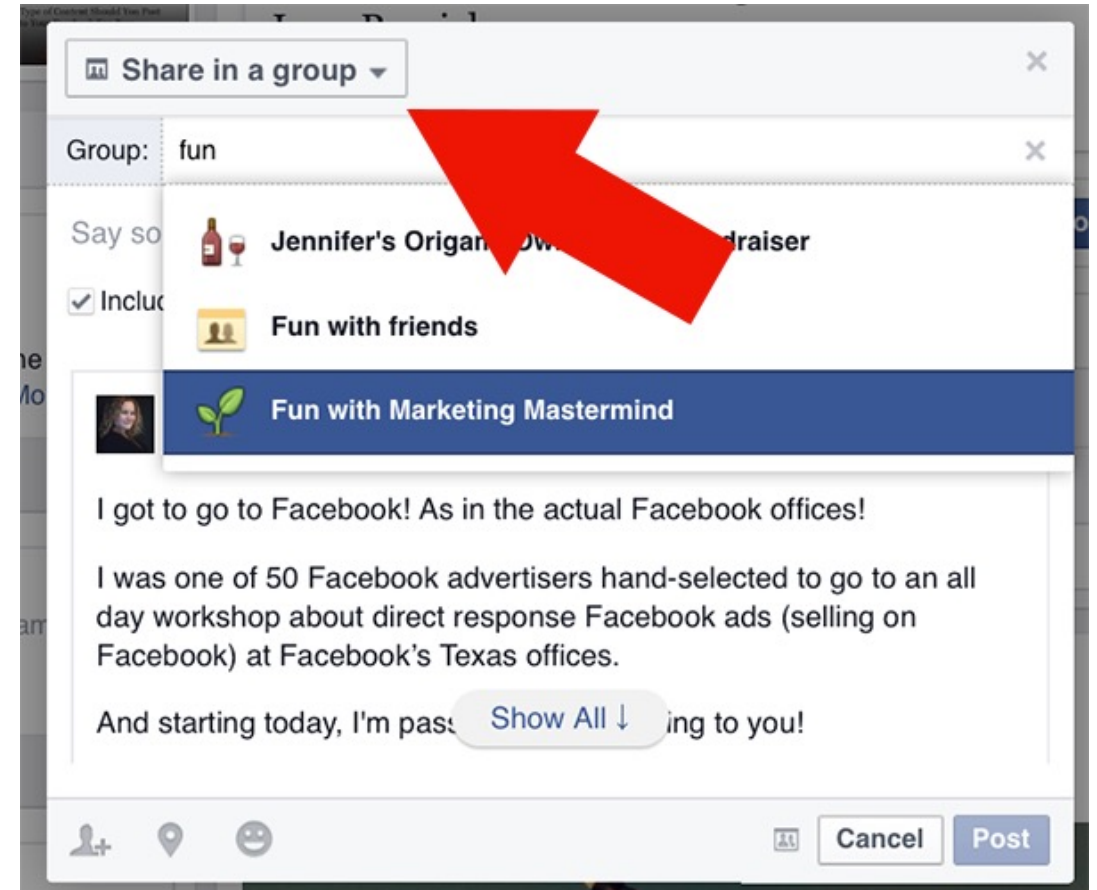
- Logo and Cover photo are new and catchy
- All the business information is accurate
 - Website
 - Hours of Operation
 - Description
 - Address and Contact
- **Make sure to have an official page**



Step 3: Direct your current community to Facebook

Make people aware of your brand.

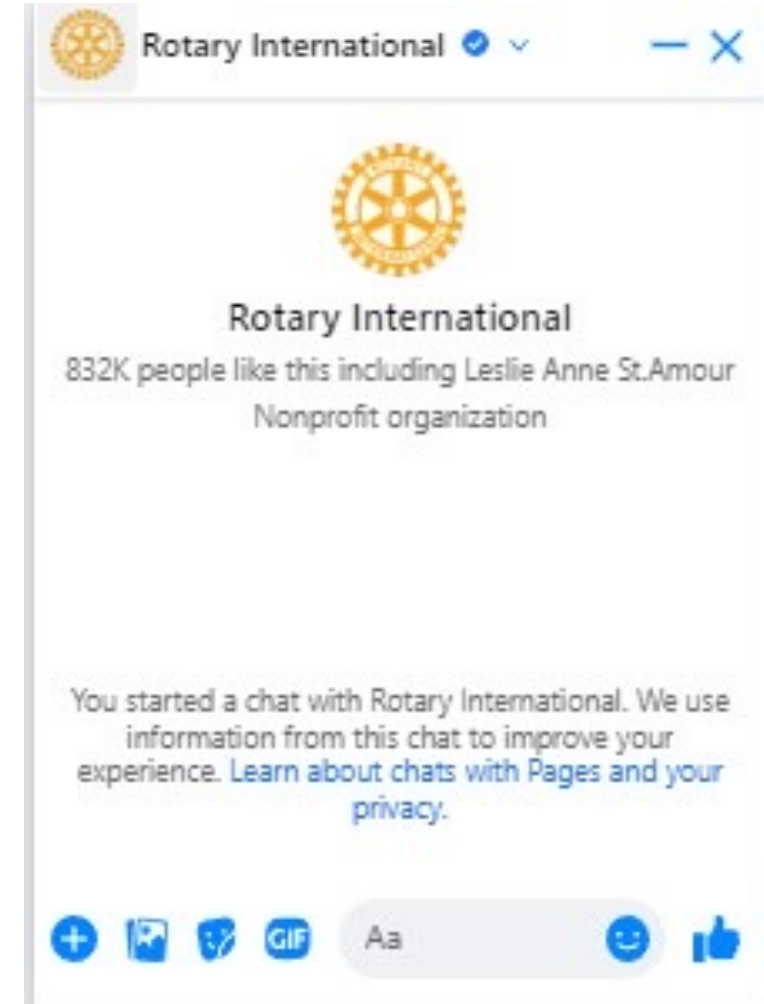
- Word of Mouth
- Invite people to like your page (via your personal account)
- Ask members to share the Facebook page.
- Direct traffic at in-person events (QR Code, Website link)
- Pay to promote your page



Step 4: Provide Value

Respond to messages and inquiries

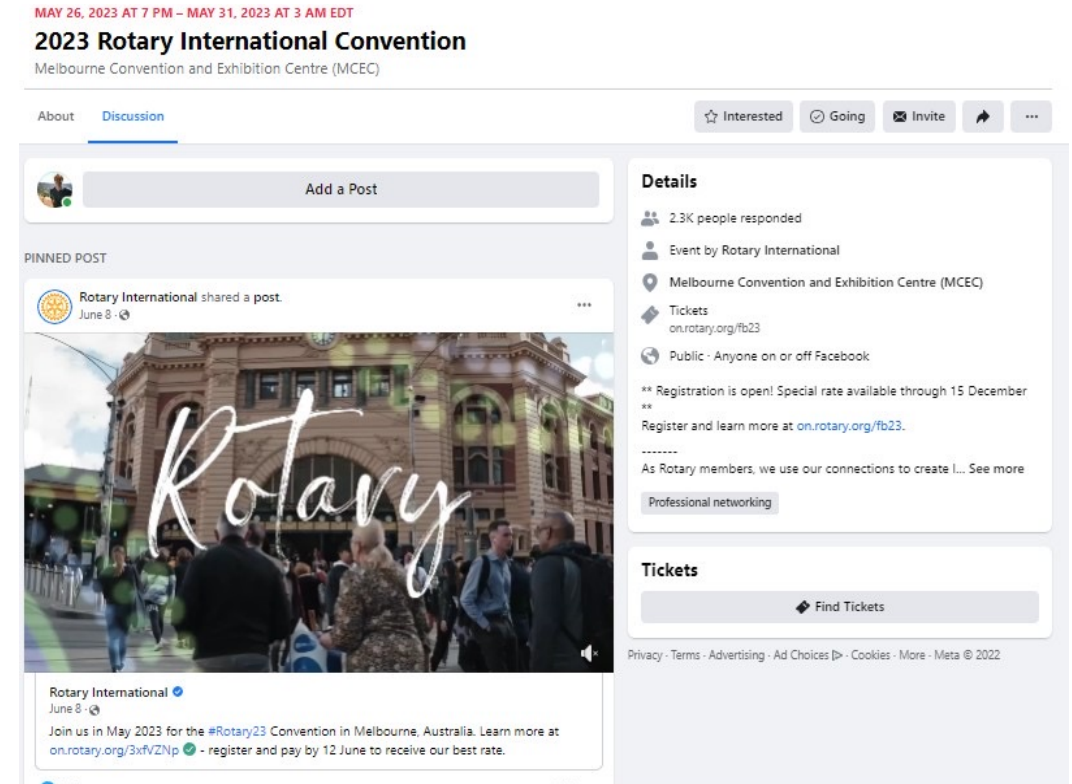
- Respond within 24 hours to people who message the page with a question or comment.
 - Be authentic and be yourself while being professional
- 79% of consumers expect brands to respond within a day of reaching out over social media



Step 4: Provide Value

Create Facebook events to advertise your in-person events

- Create Facebook events with all the details of an in-person event
 - Invite friends
 - Encourage people to RSVP
 - Post updates
 - Post Reminders
 - Share Photos



Step 4: Provide Value

Share relevant news, updates, and posts

- Share news that is relevant to both **your community** and **your business**.
- Post your own news/graphics
- Share from the Rotary club Facebook pages
- Share local pages content
- **QUALITY > QUANTITY**



Step 4: Provide Value

Share post-event photos, videos, and updates

- People love to see photos of themselves (make sure to tag them)
- Showcase the success of your event (We fed 100 at the fish fry and raised \$1,000)



Step 4: Provide Value

Set up a donation button

- At the end of the day people will want to donate, and Facebook has made it easier than ever for non-profits.





SOCIAL MEDIA X ROTARY

BUILDING PAST YOUR COMMUNITY

Step 1: Do everything above

Make sure you are providing value to existing members

- If they are satisfied and happy with your social pages, they will naturally grow.
- If they see value, others will as well.

Step 2: Share content consistently

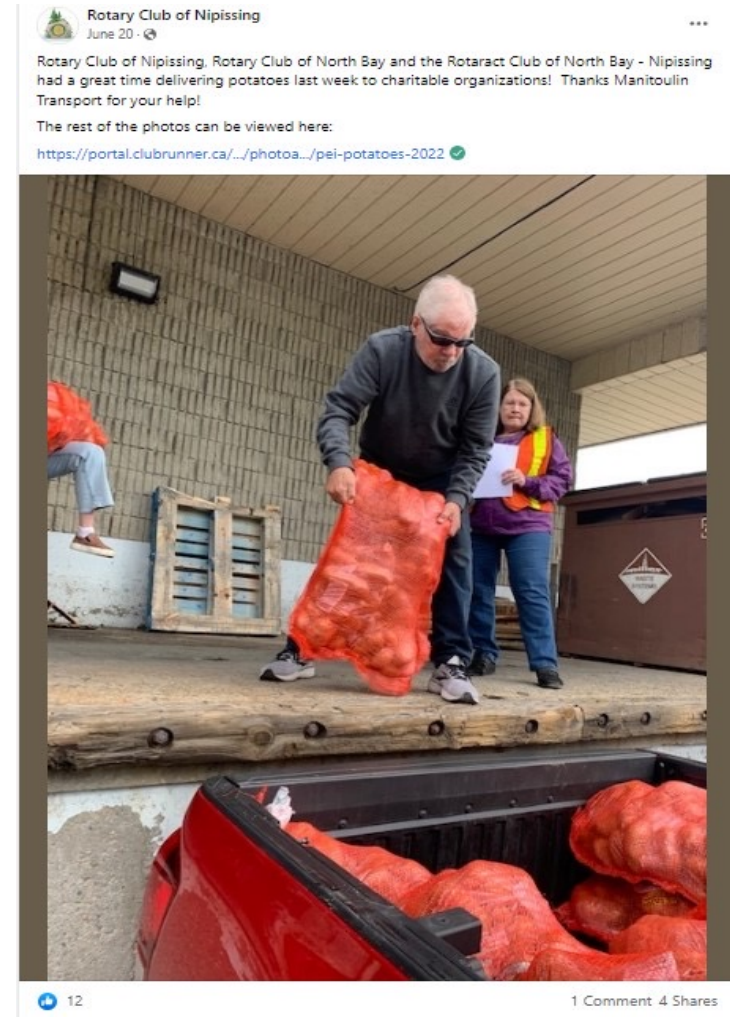
To grow, you need to be consistent and relevant

- Set a goal for how many times a week you want to post and stick to it.
 - Minimum 3x a week
- Share relevant information

Step 3: Engage with your local community

Engage with other businesses on social media

- Share their content
- Comment on their posts
- Posts in Facebook groups as your page
- Tag relevant businesses and people



Step 3: Pay to play

Pay to boost events, posts, or promote your page.

- Use Facebook's ad manager or boosting mechanic to get your post seen by more people.
- Even \$20 can go a long way

Recent ads

Completed • Jul 27

View r...

Sport Med Summer > 1 ad set > 1 ad



Traffic
ID: 2385080479...

33,341
Reach

809
Link clicks

\$216.96
Amount spent



TRICKS AND TIPS

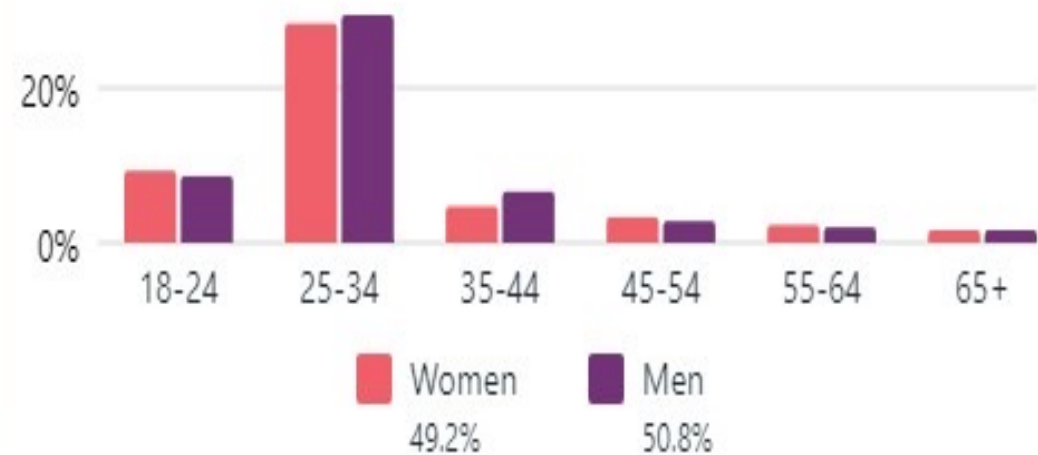
Some helpful hints

Audience ⓘ

Facebook Page likes ⓘ

11,182

Age & gender ⓘ



See audi

Use data to help you out

- All social media platforms report on some very useful data:
 - Impressions
 - Engagement
 - Top-performing posts
 - Follower Count
 - Follower Demographics
 - Clicks
- Use these analytics to guide your social strategy.

MARKETING | 16 MIN READ

How to Use Facebook for Business: 25 Facebook Marketing Tips and Tricks

Written by Lindsay Kolowich Cox @lkolow

HubSpot is amazing

- HubSpot is a marketing company that offers a massive library of courses, guides, templates and more
- Keep up to date with viral trends or learning the basics.
- <https://blog.hubspot.com/>

Canva is amazing

- Canva is an online graphic design software
- Make it very easy to create invites, catchy graphics, advertisements, video
- <https://www.canva.com/>



Video Content is the standard

- Video content is by far the most popular content available
 - Short form videos
 - Interviews
 - Slideshows
 - Demonstration Videos
 - Facebook/Instagram Live



SOCIAL MEDIA X ROTARY

**DON'T BE AFRAID TO
FAIL.**



SOCIAL MEDIA X ROTARY

HAVE FUN WITH IT.